

**REMARKS**

The Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated September 15, 2010 has been received and its contents carefully reviewed.

No claims are amended. Claims 15 and 17 are hereby canceled without prejudice to or disclaimer of the subject matter contained therein. Claims 13 and 16 were previously canceled. Accordingly, claims 1-12 and 14 are currently pending. Reexamination and reconsideration of the pending claims is respectfully requested.

**The Office objects to claims 15 and 17 for informalities.** *Office Action* at ¶ 3. Claims 15 and 17 are canceled herein; accordingly, the objection to these claims is moot.

**The Office rejects claims 1-6, 8, 11, 12, 14, 15, and 17 under 35 USC § 103(a) as being unpatentable over U.S. PGPub. No. 2004/0163045 to Hui *et al.* (hereinafter *Hui*) in view of U.S. PGPub. No. 2002/0152229 to Peng (hereinafter *Peng*).** *Office Action* at 5. **The Office rejects claims 7 and 9 under 35 USC § 103(a) as being unpatentable over *Hui* in view of *Peng* and further in view of U.S. Patent No. 7,117,259 to Rohwer (hereinafter *Rohwer*).** *Office Action* at 19. **The Office rejects claim 10 under 35 USC § 103(a) as being unpatentable over *Hui* in view of *Peng* and further in view of U.S. PGPub. No. 2001/0040900 to Salmi (hereinafter *Salmi*).** *Office Action* at 22. Claims 15 and 17 are canceled herein; accordingly, the rejection of these claims is moot.

By way of background only, the invention relates to a method to edit multimedia pages via a terminal. With an understanding of memory and processing limitations on terminals, the invention is directed toward improvements over the known prior art to simplify editing of complex multimedia pages. Again, by way of background only, the improvements may be achieved by storing, retrieving, or deleting specific parameters in the memory of the terminal on server requests.

*Hui* discloses a method to create a single XML-based system to execute a synchronized multimedia presentation with, possibly, different events such as a user event, a system event, or a timed event. It is submitted that *Hui* fails to teach or suggest at least a preliminary step of:

transmitting, from the server, at least a part of [a] set of associated parameters, and an instruction to store said part of said set of associated parameters in a memory of [a] terminal; and

[subsequently] transmitting, from the server, an instruction to restore said part of said set of associated parameters previously stored in said memory of the terminal, to edit at least one multimedia page in which an object identified by said set of associated parameters occurs

as recited in independent claim 1 (emphasis added). Additionally, *Hui* fails to teach or suggest at least, a non-transitory computer readable medium storing a program product ..., wherein said program product includes:

an instruction to store, in a memory of a terminal, at least one parameter of at least one object intended to be arranged, according to said parameter, in a multimedia page suitable for editing on said terminal; and

an instruction to restore the at least one parameter previously stored in the memory of the terminal.

as recited in independent claim 12 (emphasis added).

Thus, by way of example only, the claimed invention recites that at least a part of a set of associated parameters are stored in a memory of a terminal (which can be for example a telephone), and subsequently these parameters can be retrieved from that memory of the terminal, without a need to duplicatively transmit the at least the part of the set of associated parameters from the server to the terminal again. As would be understood by one of skill in the art at the time of the invention, the same graphic objects can retain the same arrangement parameters from one multimedia page to a next multimedia page. Then, usually, transmission and storage of data relating to this object, for the number of pages in which that same object occurs with the same parameters, is normally necessary. *See* present application as-published at ¶ 0004.

This problem becomes particularly acute when there is a need for a number of parameters to be transmitted from a server to a terminal (bandwidth allocated for the communication is thus restricted).

Instead, *Hui* describes the storage of SMILE file in the file storage that is on the server side and not on the terminal side. *See Hui* at ¶ 0065 & FIG. 5 (ref. no. 44 (file storage) is part of a server 15) (this portion of *Hui* was cited by the Office at the paragraph bridging pages 3 and 4 of the Office Action). Thus, *Hui* is distinguishable from the invention as claimed in independent claims 1 and 12.

Additionally, *Hui* fails to address the problem of several transmissions between a server and a terminal for retrieving, in the terminal, data related to a same object to display. The present invention, however, provides such a solution.

*Peng* fails to cure the deficiency of *Hui*. *Peng* discloses a method to manage a cache on a mobile device managed directly on the mobile side. In particular, the mobile search in a database in order to determine if the file, which is supposed to be downloaded, is out of date or not. *See Peng* at ¶ 0005.

*Peng* fails to teach or suggest a transmission by a server to a terminal (e.g., mobile) of any “instruction” to store or retrieve or delete parameters, such as “SAVE” or “RESTORE,” for organizing a memory of the terminal. The decisions related to the storing of files are made directly on the terminal. *See Peng* at ¶ 0005.

Instead, *Peng* describes a terminal-side optimization for cache memory. No transmission of instructions of storing, retrieving, or deleting of specific parameters is performed.

*Rohwer* fails to cure the deficiencies of *Hui* and *Peng*. In fact, *Rohwer* was only cited for a purported teaching of “a delete command for associated set of parameters ....” Office Action at ¶ 20.

*Salmi* fails to cure the deficiencies of *Hui*, *Peng*, and *Rohwer*. In fact, *Salmi* was only cited for a purported teaching of a “mobile terminal cooperating in cellular network.” Office Action at ¶ 23.

The method of storing and retrieving chosen parameters from the memory of the terminal is advantageous and an advance over the prior art of record as it provides a way to significantly reduce the need for a number of parameters to be transmitted from a server to a terminal, especially when multiple pages carry the exact same parameters. *See, e.g.*, present application as-published at ¶ 0004.

Consequently, it is submitted that because the cited art, *Hui*, *Peng*, *Rohwer*, and *Salmi*, either considered individually or in any combination, fail to teach or suggest each and every feature of independent claims 1 and 12, the subject matter of independent claims 1 and 12 is patentably distinguishable over the cited art. Claims 2-11 depend either directly or indirectly from independent claim 1. Claim 14 depends from independent claim 12. It stands to reason that these dependent claims should be allowable over the cited art for at least the same reasons as stated above. Accordingly, Applicant respectfully requests withdrawal of the various 35 U.S.C. § 103(a) rejections of claims 1-12 and 14.

**CONCLUSION**

Applicants believe the application is in condition for allowance and early, favorable action is respectfully solicited. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7106 to discuss the steps necessary for placing the application in condition for allowance.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to Deposit Account No. 50-0911.

Dated: January 18, 2011

Respectfully submitted,

By: /Michael I. Angert/

Michael I. Angert

Registration No.: 46,522

McKENNA LONG & ALDRIDGE LLP

1900 K Street, N.W.

Washington, DC 20006

(202) 496-7500

Attorneys for Applicant